

What is claimed is:

1. A method for establishing a product for investment in entertainment creations, the method comprising:
grouping entertainment creations in an early stage of development into a portfolio;
and
offering said portfolio for investment.
2. The method of claim 1, wherein said step of grouping said entertainment creations into a portfolio further comprises combining a plurality of entertainment creations.
3. The method of claim 1, further comprising assigning a rating to an entertainment creation.
4. The method of claim 1, wherein said step of grouping said entertainment creations into a portfolio is based on a rating value.
5. The method of claim 4, wherein said rating value is based on whether a development organization has made a final decision as to whether to continue the development of said entertainment creations.
6. The method of claim 4, wherein said rating value is based on an initial evaluation of the entertainment creation.
7. The method of claim 1, further comprising reporting an investment history of said portfolio.
8. The method of claim 7, wherein said investment history is reported over the Internet.
9. The method of claim 7, further comprising reporting said investment history by use of a computer to display investment data.

10. The method of claim 7, further comprising reporting said investment history by use of a telephone to relay investment data.
11. The method of claim 1, further comprising branding said portfolio of entertainment creations.
12. The method of claim 3, wherein the step of assigning a rating further comprises conducting a survey of said entertainment creations to determine a trade volume.
13. The method of claim 12, wherein said trade volume is based on an average exchange trading day.
14. The method of claim 12, wherein said survey is conducted over the Internet.
15. The method of claim 12, further comprising conducting said survey by use of a computer to aggregate trade volume data.
16. The method of claim 12, further comprising conducting said survey by use of any one of a telephone, modem, or wireless technology to relay trade volume data.
17. The method of claim 12, wherein the step of conducting a survey further comprises determining an initial day's rating for said entertainment creation.
18. The method of claim 17, wherein the step of determining an initial day's rating is based on the first twenty-one (21) days that an entertainment creation is grouped into a portfolio.
19. The method of claim 3, wherein the step of assigning a rating further comprises providing an entertainment creation designer listing.
20. The method of claim 19, wherein the step of assigning a rating further comprises calculating an entertainment creation designer rating based on a percentage of times an entertainment creation designer is listed.

21. The method of claim 12, wherein the step of conducting a survey further comprises determining a production rating.
22. The method of claim 21, further comprising designating said production rating with a value when an entertainment creation matures from a first stage of development to a second subsequent state of development.
23. The method of claim 3, wherein the step of assigning a rating further comprises conducting a mock trading procedure over the Internet for said entertainment creation.
24. The method of claim 23, wherein said step of conducting a mock trading procedure generates a rating based on a number of times an entertainment creation is traded.
25. The method of claim 3, further comprising calculating ratings by use of a computer.
26. The method of claim 25, further comprising calculating said ratings by aggregating a database of rating inputs.
27. The method of claim 26, further comprising accessing said database of rating inputs via the Internet.
28. A system for establishing a product for investment in entertainment creations in early stages of development, the system comprising:
 - means for grouping entertainment creations in an early stage of development into a portfolio; and
 - means for investing in a portfolio.
29. The system of claim 28, further comprising a means for reporting a portfolio investment history.
30. The system of claim 28, further comprising means for rating an entertainment creation.

31. The system of claim 28, further comprising a means for branding a portfolio.
32. The system of claim 30, further comprising a computer system for grouping pilots into a portfolio based on a value generated by said means for rating.
33. The system of claim 28, wherein said means for grouping categorizes said entertainment creations according to whether a development organization has made a final decision as to whether to continue the development of said entertainment creations.
34. The system of claim 28, wherein said means for grouping categorizes said entertainment creations according to entertainment creation history.
35. The system of claim 28, further comprising a means for reporting an investment history of a portfolio.
36. The system of claim 28, further comprising a means for surveying of an entertainment creation to determine a trade volume.
37. The system of claim 36, wherein said means for surveying determines said trade volume based on an average exchange trading day.
38. The system of claim 36, wherein said means for surveying further comprises a means for determining an initial day's rating for said entertainment creation.
39. The system of claim 38, wherein said means for surveying determines said initial day's rating based on the first twenty-one days that an entertainment creation is grouped into a portfolio.
40. The system of claim 30, wherein said means for rating further comprises means for providing an entertainment creation designer listing.

41. The system of claim 40, wherein said means for rating a pilot calculates an entertainment creation designer rating based on a percentage of times an entertainment creation designer is listed.
42. The system of claim 36, wherein said means for surveying further comprises a means for determining a production rating.
43. The system of claim 42, wherein said means for determining a production rating designates said production rating with a value when an entertainment creation matures from a first stage of development to a second subsequent stage of development.
44. The system of claim 30, wherein said means for rating further comprises a means for conducting a mock trading procedure for said entertainment creation over the Internet.
45. The system of claim 44, wherein said means for conducting said mock trading procedure further comprises a computer system to access the Internet.
46. The system of claim 44, wherein said means for conducting said mock trading procedure generates a rating based on a number of times an entertainment creation is traded.
47. The system of claim 44, further comprising a database for aggregating ratings forming said portfolio.
48. The system of claim 47, further comprising a computer for accessing said database via the Internet.
49. The method of claim 1, wherein said entertainment creation comprises a creation selected from a group consisting of a television show, a video game, a theatre production, an opera, or a movie.
50. The system of claim 28, wherein said entertainment creation comprises a creation selected from a group consisting of a television show, a video game, a theatre production, an opera, or a movie.